

Z A T O R C O M P A N Y

140 1/2 MOUNT AUBURN STREET · CAMBRIDGE 38 MASSACHUSETTS TEL. AREA BRIDGE 3 6776

SEPTEMBER 1962

ZATOPERK CARDS FOR INFORMATION RETRIEVAL

ZATOPERK CARDS take the latter part of their name from Alfred Perkins, an Englishman who, about forty years ago, made the basic invention of a hand-sorted punch card with a row of holes around its edge. Perkins cards are used widely today, chiefly for accounting and business records. Perkins cards are marked by notching out a hole from the edge of the card with a simple hand punch or notcher. Cards are sorted by running a stiff rod or needle through a pack of Perkins cards at one hole position. The Perkins cards bearing notches at that hole position fall from the pack; the rest remain on the needle. Perkins cards are the simplest of all punch cards, requiring a minimum of equipment to use. Their chief limitation is their sorting speed: cards must be sorted one hole at a time, and only about 250 cards can be sorted per minute. This restricts the efficient use of Perkins card to collections of no more than a few thousand cards. For collection of this size – and sometimes for larger collections that can be easily subdivided into groups of this size – Perkins cards have many advantages in information retrieval.

ZATOPERK CARDS are Perkins cards that have been carefully designed for information retrieval in collections of a few hundred to a few thousand items. They are well suited for the information collection of an individual worker or of a small group. The clerical time required to prepare and use the cards has been cut to a minimum by the design of the Zatorperk Form 302*. Sixty-five hole positions on the sides and bottom of the card are reserved for direct coding – the simplest form of coding in which one descriptor is assigned to to each hole. These 65 holes are used to code 65 Major Descriptors – the most important and (usually) the most frequently used in the Descriptor Schedule. In a well-organized Descriptor Schedule, the Major Descriptors will delineate most of the important information about the subject content of a document. To take care of the overflow information, such as authors' names, names of organizations, and numbers, as well as less frequently used subject descriptors, Zatorperk cards have across the top a 29-hole Name Cipher for Minor Descriptors. This is a single coding field using a variant of random superimposed coding known as Scatter Coding. Names, numbers, and other descriptors are spelled out by a simple easy-to-remember rule, so that no code book is required. Up to five Minor Descriptors can be spelled into the Name Cipher on each card, and the total number of Minor Descriptors is unlimited.

ZATOPERK CARDS are manufactured especially for Zator Company. The card measures 5 by 8 inches, and is made of white, 50%-rag, medium-weight index card stock that has proved itself superior in resistance both to wear and to deterioration in many Perkins cards.

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ZATOPERK CARDS AND SUPPLIES

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49

4th letter A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1st and 3rd letters Name X Y Z Cipher

ZATOPERK © SYSTEM

STANDARD ZATOPERK CARDS. Form 302.

Size: 5 by 8 inches. Card Stock: white 50%-rag medium-weight index card

This basic card has 65 numbered holes for direct-coded Major Descriptors on the sides and bottom. Across the top is the 29-hole Name Cipher which allows up to five additional Minor Descriptors of any kind to be recorded by Scatter Coding, a variant of the method of random superimposed codes. Names, numbers, and subject descriptors can be spelled out in the Name Cipher by an easy-to-remember rule. No code book required.

(This is a reproduction of a Zatoperk Form 302 card actual size.)

PUNCHES and SORTING NEEDLES for Zatoperk cards can also be ordered through Zator Company.

For prices, see attached Price List.

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PRICE LIST

ZATOPERK SYSTEM CARDS AND SUPPLIES

STANDARD ZATOPERK CARDS: Form 302

Per 100 cards \$ 6.00

Per 1,000 cards 50.00

PUNCH FOR ZATOPERK CARDS

With receptacle for punched-out notches 6.50

SORTING NEEDLE FOR ZATOPERK CARDS

Plastic handle 2.00